Muhammad Saad

Senior UX/UI Designer

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SUMMARY

Senior UX/UI designer with strong experience in UX research, interaction design, and modern UI systems. Skilled in simplifying complex workflows, improving usability, and building scalable design systems for web, mobile, defense-grade platforms, and SaaS products. Known for turning ambiguous requirements into structured user journeys, clear interfaces, and development-ready designs. Experience working in Agile environments, collaborating cross-functionally with product managers, engineers, and stakeholders to deliver user-centered, accessible, and scalable solutions.

EXPERIENCE

Rapidev Pvt. Ltd. | Senior UX/UI Designer   2025 - Current

- Led end-to-end UX/UI design for OSINT intelligence platforms, including user research, user flows, wireframes, high-fidelity prototypes, usability testing, and structured workflows for real-time data analysis.

- Built tablet-based interfaces for IBMS used in military tanks, focusing on strategy, surveillance, situational awareness, and accessibility compliance.

- Developed a reusable design system with components, tokens, and documentation that improved consistency, scalability, and speed across products.

- Collaborated cross-functionally with engineers and stakeholders to validate interactions, ensure accurate implementation on defense-grade devices, and support Agile workflows.

APIMatic.io | Senior Product Designer   2020 - 2025

- Led UX/UI design for the Developer Experience Portal, including user research, user flows, wireframes, prototypes, usability testing, and design documentation, improving onboarding completion by **30.38%** and user retention by **73.33%**.

- Designed key products including API Copilot (AI), Analytics Dashboard, API Editor, SDK Widget, Code Validator, and Guided Walkthroughs, ensuring user-centered workflows and accessible interfaces.

- Built a complete Atomic Design System with design tokens, reusable components, accessibility compliance (WCAG), and detailed usage guidelines, improving consistency and development handoff.

- Used Mixpanel and Microsoft Clarity for UX metrics and data-driven decisions, supporting global users across 178+ countries, including clients such as PayPal, Worldpay, Verizon, and PostNL.

Synergy-IT | Senior UX Designer   2018 - 2020

- Improved SpeekIO onboarding through user research, user flows, wireframes, and usability testing, increasing activation by **25%** and reducing onboarding time by **15%**.

- Built a scalable design system for the CubiVue mobile app, including reusable components, design tokens, accessibility compliance, and documentation to improve consistency and handoff efficiency.

- Delivered HTML/CSS implementations for enterprise portals, reducing QA issues by **20%** and improving cross-browser stability while supporting responsive and accessible design standards.

- Supported SaaS implementations by providing UX documentation, prototyping, and design validation, resulting in a **25%** boost in design accuracy and **10%** faster development.

Ibex Group of Companies | **Apps Design Specialist**   2017 - 2018

- Designed mobile and web interfaces through user research, wireframes, prototypes, and usability testing, raising user satisfaction scores by **20%**.
- Produced detailed wireframes, mockups, and concept documents, reducing approval time by **30%** and ensuring design consistency.
- Collaborated cross-functionally with product managers and engineering teams to deliver cross-platform UX in Agile cycles, incorporating user flows, accessibility standards, and design documentation.

CORE SKILLS

UX: Design Strategy, User Research, Wireframing, Information Architecture, Prototyping, Usability Testing, Journey Mapping

UI: Design Systems, Atomic Design, Components, Accessibility, Responsive UI, Dashboards, Micro-interactions

Methodologies: Agile, Scrum, Design Thinking, User-Centered Design, Product Discovery

Artifacts: User Personas, User Flows, Wireframes, Prototypes, Design Documentation, UX Metrics

Tools: Figma, Adobe XD, HTML/CSS, Bootstrap, WordPress, Mixpanel, Microsoft Clarity, GitHub, HubSpot

Domains: OSINT, Defense, Developer Experience, APIs, Marketing, Public, Fintech, SaaS, Enterprise Web Apps, Mobile Apps

CERTIFICATIONS   The Interaction Design Foundation

- Design Thinking: The Beginner's Guide
- Human-Computer Interaction HCI
- UI Design Patterns for Successful Software
- Mobile UX Design
- Information Visualization: Getting Dashboards Right
- Dynamic User Experience: Design and Usability
- The Ultimate Guide to Visual Perception and Design

EDUCATION

- **MSc. Project Management** | **UET Taxila**   2016
- **BS Computer Science** | **Iqra University ISB**   2011